Permit #F00026777-A

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00026777-A **Type of Permit:** FILMING **Release Date:** 04/13/2010

Production Company E! ENTERTAINMENT TELEVISION

Insured Company Name E! ENTERTAINMENT TELEVISION

Contact Phone No. 1 323-954-2400
Contact Phone No. 2 323-692-4597
Fax 323-954-2880
Address 5750 WILSHIRE BLVD
LOS ANGELES, California 90036

Production Title HOW DO I LOOK

Type of Production TV Reality

Producer Sal Ruggierd

Director Sal Ruggierd

1st AD Sal Ruggierd

Production Manager Sal Ruggierd

FilmL.A. Coordinator Adrian Fayad

Location Manager Sal Ruggierd
Primary Phone Office - 323-549-6264
Secondary Phone Mobile - 818-481-7581

Location Assistant Sal Ruggierd
Primary Phone Office - 323-549-6264
Secondary Phone Mobile - 818-481-7581

Fees

Posting 600 $52.00

Notification Charge $155.00

Total Permit Fee $207.00

Number of Locations 1

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Summary Information — Location

Permit Number	F00026777-A	**Location Manager**	Sal Ruggierd
Production Company	E! ENTERTAINMENT TELEVISION	Primary Phone	Office - 323-549-6264
Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address Melrose Ave & N Poinsettia Pl, Los Angeles, CA, 90028

Location Names

Location Type Intersection

Location Description

Film Dates 4/14/2010 - 4/14/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document Melrose Av Jylu 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12

Filming Activities Drive by; Drive ups & away; Exterior Dialogue; Exterior establishing shots; Handheld equipment; picture vehicle on location ;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO PARKING OF PRODUCTION VEHICLES IN FRONT OF MERCHANTS ON MELROSE AVE.

Coordinator Note RIDER A - RELEASES LOCATION. COLLECTS POSTING AND NOTIFICATION FEE.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

Posting "No Parking" signs B/S POINSETTA PL., MELROSE AVE - 100' SOUTH

Approximate Footage 301 - 600 **Log Number** 1013446

Date(s) 4/14/2010 to 4/14/2010 **Time(s)** 11:00 to 22:00

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SPECIAL FILMING CONDITIONS
MELROSE AVENUE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The popularity of the "trendy* part of Melrose Avenue has created a number of serious parking problems on Melrose Avenue as well as the side streets to the north and south. To help mitigate the impact of filming on this area, the following Special Filming Conditions now apply.

- **Affected residents/merchants/businesses must be notified at least two (2) days prior to first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Posting on Melrose Avenue should be kept to a minimum and will require a Filming Survey of all affected merchants.**
- **Cast and crew are not permitted to park on area streets.** *Off-street parking must be provided.*
- **Since permanent signs prohibit parking on the west side of Gardner Street (north of Melrose Avenue), parking/posting can only be allowed on the east side and should be limited to the area between Melrose Avenue and the alley.**

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